

## FCC 388

### DTV Consumer Education Quarterly Activity Report

#### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KSL-TV

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

#### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign  KSL-TV	Channel Numbers		Community of License			
	Analog	5 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	38 <input checked="" type="checkbox"/>	Salt Lake City	UT	Salt Lake	84180
Licensee Bonneville Holding Company						
Above, circle the Channel Number(s) to which this form applies. 5 and 38			Nielsen DMA 35	World Wide Web Home Page Address www.ksl.com		
Facility ID Number 6359	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) 10/1/06			

## Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes      ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes      ☐ No

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

148

Total 5:00 a.m. to 1:00 a.m. CSTs

2

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

18

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

n/a

Total 6:00 p.m. to 11:35 p.m. CSTs

n/a

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

42

Total 5:00 p.m. to 10:35 p.m. CSTs

0

Comments (add additional sheets where necessary):

KSL-TV was in full compliance with the FCC's DTV education requirements beginning on 03/31/08, the effective date of the FCC order. On 03/31/08 between 5:00 am and 1:00 am MDT, KSL-TV aired two DTV crawls and four 30-second DTV PSAs, including one PSA which aired between 5:00 pm and 10:35 pm MDT. The large number of spots reported on this form includes additional spots which KSL-TV aired earlier in the quarter, before the FCC order became effective. In addition, KSL aired a total of twenty 10-second DTV PSAs produced by NBC throughout the quarter not included in the numbers above.

### 30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):  
Scheduled for later in the year.

### 100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

0 *Graphic Displays*

\_\_\_\_\_

0 *Animated Graphics*

\_\_\_\_\_

0 *Graphic and Audio Displays*

\_\_\_\_\_

0 *Longer Form Reminders*

\_\_\_\_\_

Comments (add additional sheets where necessary):  
Not yet in the 100-day countdown window.

### Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes    ☐ No

### 30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

## Section D (For all broadcasters)

### Additional DTV On-air Initiatives – Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

News Reports:

- 1/1/08: Digital TV Conversion/KSL-TV News (0:46)
- 1/1/08: Digital TV Conversion/CNN (1:16)
- 1/2/08: Digital Coupon/NBC News (1:40)
- 1/2/08: Digital TV Coupon/KSL-TV News (0:52)
- 1/16/08: HDTV Demo/KSL-TV News (0:35)
- 1/30/08: Digital TV/KSL-TV News (0:49)
- 1/30/08: Digital TV/KSL-TV News (1:35)
- 1/30/08: TV Consumer/KSL-TV News (2:05)
- 2/16/08: TV Converter/KSL-TV News (0:37)
- 2/18/08: TV Converter/KSL-TV News (0:25)
- 2/18/08: Converter Confusion/KSL-TV News (0:24)
- 2/24/08: Digital Switch/KSL-TV News (1:38)

### Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

- Updated HD/DTV web page on ksl.com
- Produced special web-only DTV presentation

### Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):

1/29/08: Gregory James, VP/GM of KSL-TV, spoke to the Salt Lake County Council regarding the DTV changeover

☒ Community Events

Comments (add additional sheets where necessary):

1/16/08: Sponsored an HD/DTV clinic with RC Willey (local retailer)  
3/5/08: Sponsored an HD/DTV clinic with RC Willey (local retailer)

☒ Other (describe)

Comments (add additional sheets where necessary):

1) The KSL HD Experience Trailer made public appearances at:  
- 1/16/08: RC Willey HD Clinic  
- 1/18-21/08: Utah Auto Expo  
- 2/19/08: Utah Jazz game on the KSL 5 corner  
- 3/5/08: RC Willey HD Clinic  
- 3/12/08: Disney On Ice KSL Night at Energy Solutions Arena  
- 3/29/08: Utah Blaze KSL5 Night at Energy Solutions Arena

2) KSL-TV participated in the Utah Broadcasters Association planning and production of local DTV change spots featuring local talent.

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments (add additional sheets where necessary):

KSL-TV has made a very conscious effort to get the word out to the community by HD clinics and presentations, getting the KSL HD Experience Trailer out and about and over the air.

### STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing  David K. Redd	Typed or Printed Title of Person Signing <i>Secretary</i> Senior Vice President Legal & Regulatory Affairs
Signature <input type="checkbox"/> <i>David K. Redd</i>	Date <i>April 10, 2008</i>

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

### FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PER, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [pra@fcc.gov](mailto:pra@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

## Material

House #: 5231  
 Advertiser: KSL TV5 HD  
 Ad-ID: DTV Male Anchors KSL  
 Group: PRO-Promo  
 FCC Type: PR-Promo  
 Length: 00:00:30

Title:  
 Product/Descr. DTV Male Anchors KSL  
 Distribution Source:  
 FCC Source: LOCR-Local Recorded  
 Co-op Code:  
 Product Code:

## Locations

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		DTV Anchors	90 day(s)	07/12/08	04/13/08
KSL	Dub Confirmed	Salt Lake City		M	VS		DTV Anchors	90 day(s)	07/12/08	04/13/08

## Air Dates (02/01/08 to 03/31/08)

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
KSL	KSL				02/28/08	6:08:33 AM	6:09:03 AM
KSL	KSL				02/28/08	5:11:50 PM	5:12:20 PM
KSL	KSL				02/29/08	6:25:45 PM	6:26:15 PM
KSL	KSL				03/01/08	10:23:21 PM	10:23:51 PM
KSL	KSL				03/05/08	3:19:40 PM	3:20:10 PM
KSL	KSL				03/06/08	7:21:09 PM	7:21:39 PM
KSL	KSL				03/07/08	3:18:48 PM	3:19:18 PM
KSL	KSL				03/08/08	10:23:26 PM	10:23:56 PM
KSL	KSL				03/09/08	5:41:41 PM	5:42:11 PM
KSL	KSL				03/10/08	6:09:37 AM	6:10:07 AM
KSL	KSL				03/11/08	6:26:33 PM	6:27:03 PM
KSL	KSL				03/12/08	5:12:28 AM	5:12:58 AM
KSL	KSL				03/13/08	5:12:55 PM	5:13:25 PM
KSL	KSL				03/14/08	10:27:31 AM	10:28:01 AM
KSL	KSL				03/16/08	6:51:57 PM	6:52:27 PM
KSL	KSL				03/17/08	6:26:31 PM	6:27:01 PM
KSL	KSL				03/18/08	5:11:03 AM	5:11:33 AM
KSL	KSL				03/19/08	5:12:56 PM	5:13:26 PM
KSL	KSL				03/20/08	1:54:04 PM	1:54:34 PM
KSL	KSL				03/21/08	5:13:19 AM	5:13:49 AM
KSL	KSL				03/22/08	12:33:35 XM	12:34:05 XM
KSL	KSL				03/23/08	5:41:33 PM	5:42:03 PM
KSL	KSL				03/24/08	5:10:46 PM	5:11:16 PM
KSL	KSL				03/25/08	6:08:53 AM	6:09:23 AM
KSL	KSL				03/26/08	12:31:46 XM	12:32:16 XM



House #: 5231  
Advertiser: KSL TV5 HD  
Ad-ID: DTV Male Anchors KSL  
Group: PRO-Promo  
FCC Type: PR-Promo

Length: 00:00:30

KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL

Title:  
Product/Descr. DTV Male Anchors KSL

Distribution Source:  
FCC Source: LOCR-Local Recorded

Co-op Code:

Product Code:

03/27/08	6:26:41 PM	6:27:11 PM
03/28/08	12:50:28 PM	12:50:58 PM
03/29/08	12:31:46 XM	12:32:16 XM
03/30/08	5:41:47 PM	5:42:17 PM
03/31/08	5:13:55 AM	5:14:25 AM

# Material

House #: 5232  
 Advertiser: KSL TV5 HD  
 Ad-ID: DTV Female Anchors KSL  
 Group: PRO-Promo  
 FCC Type: PR-Promo

Length: 00:00:30

Title:  
 Product/Descr. DTV Female Anchors KSL  
 Distribution Source:  
 FCC Source: LOCR-Local Recorded  
 Co-op Code:  
 Product Code:

## Locations

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		DTV Anchors	90 day(s)	07/13/08	04/14/08
KSL	Dub Confirmed	Salt Lake City		M	VS		DTV Anchors	90 day(s)	07/13/08	04/14/08

## Air Dates (02/01/08 to 03/31/08)

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
KSL	KSL				02/29/08	1:53:21 PM	1:53:51 PM
KSL	KSL				03/02/08	5:42:37 PM	5:43:07 PM
KSL	KSL				03/03/08	6:08:48 AM	6:09:18 AM
KSL	KSL				03/04/08	1:03:56 XM	1:04:26 XM
KSL	KSL				03/05/08	12:32:32 XM	12:33:02 XM
KSL	KSL				03/06/08	7:22:37 AM	7:23:07 AM
KSL	KSL				03/07/08	12:50:53 PM	12:51:23 PM
KSL	KSL				03/08/08	1:43:22 PM	1:43:52 PM
KSL	KSL				03/09/08	10:28:25 AM	10:28:55 AM
KSL	KSL				03/09/08	6:51:25 PM	6:51:55 PM
KSL	KSL				03/10/08	12:50:57 PM	12:51:27 PM
KSL	KSL				03/11/08	12:51:14 PM	12:51:44 PM
KSL	KSL				03/12/08	10:24:24 AM	10:24:54 AM
KSL	KSL				03/13/08	12:32:11 XM	12:32:41 XM
KSL	KSL				03/14/08	12:30:41 XM	12:31:11 XM
KSL	KSL				03/15/08	6:13:09 PM	6:13:39 PM
KSL	KSL				03/16/08	7:21:40 AM	7:22:10 AM
KSL	KSL				03/17/08	5:11:43 PM	5:12:13 PM
KSL	KSL				03/18/08	6:09:07 AM	6:09:37 AM
KSL	KSL				03/19/08	12:50:01 PM	12:50:31 PM
KSL	KSL				03/20/08	5:12:05 PM	5:12:35 PM
KSL	KSL				03/21/08	12:50:17 PM	12:50:47 PM
KSL	KSL				03/22/08	2:48:08 PM	2:48:38 PM
KSL	KSL				03/23/08	6:57:42 PM	6:58:12 PM
KSL	KSL				03/24/08	7:22:15 AM	7:22:45 AM

**House #:** 5232  
**Advertiser:** KSL TV5 HD  
**Ad-ID:** DTV Female Anchors KSL  
**Group:** PRO-Promo  
**FCC Type:** PR-Promo

**Length:** 00:00:30

KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL

**Title:**  
**Product/Descr.** DTV Female Anchors KSL

**Distribution Source:**  
**FCC Source:** LOCR-Local Recorded

**Co-op Code:**

**Product Code:**

03/25/08	6:26:14 PM	6:26:44 PM
03/26/08	9:26:35 AM	9:27:05 AM
03/27/08	12:32:47 XM	12:33:17 XM
03/28/08	3:52:20 PM	3:52:50 PM
03/29/08	5:50:09 AM	5:50:39 AM
03/30/08	6:41:49 PM	6:42:19 PM
03/31/08	10:28:11 AM	10:28:41 AM

**Material**

House #: 5233  
Advertiser: KSL TV5 HD  
Ad-ID: DTV Sports Anchors KSL  
Group: PRO-Promo  
FCC Type: PR-Promo

Length: 00:00:30

Title:  
Product/Descr. DTV Sports Anchors KSL  
Distribution Source:  
FCC Source: LOCR-Local Recorded  
Co-op Code:  
Product Code:

**Locations**

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		DTV Anchors	90 day(s)	07/13/08	04/14/08
KSL	Dub Confirmed	Salt Lake City		M	VS		DTV Anchors	90 day(s)	07/13/08	04/14/08

**Air Dates (02/01/08 to 03/31/08)**

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
KSL	KSL				03/01/08	11:27:30 PM	11:28:00 PM
KSL	KSL				03/02/08	12:13:16 XM	12:13:46 XM
KSL	KSL				03/03/08	12:50:34 PM	12:51:04 PM
KSL	KSL				03/04/08	5:12:17 AM	5:12:47 AM
KSL	KSL				03/05/08	6:26:50 PM	6:27:20 PM
KSL	KSL				03/08/08	11:02:57 PM	11:03:27 PM
KSL	KSL				03/09/08	1:58:03 PM	1:58:33 PM
KSL	KSL				03/10/08	12:32:39 XM	12:33:09 XM
KSL	KSL				03/11/08	12:30:58 XM	12:31:28 XM
KSL	KSL				03/12/08	12:30:51 XM	12:31:21 XM
KSL	KSL				03/13/08	5:43:44 AM	5:44:14 AM
KSL	KSL				03/14/08	6:26:46 PM	6:27:16 PM
KSL	KSL				03/15/08	2:48:33 PM	2:49:03 PM
KSL	KSL				03/15/08	11:28:11 PM	11:28:41 PM
KSL	KSL				03/16/08	1:18:45 PM	1:19:15 PM
KSL	KSL				03/17/08	12:32:40 XM	12:33:10 XM
KSL	KSL				03/18/08	6:26:03 PM	6:26:33 PM
KSL	KSL				03/19/08	5:42:28 AM	5:42:58 AM
KSL	KSL				03/20/08	12:33:16 XM	12:33:46 XM
KSL	KSL				03/21/08	6:26:15 PM	6:26:45 PM
KSL	KSL				03/22/08	11:02:32 PM	11:03:02 PM
KSL	KSL				03/23/08	1:56:40 PM	1:57:10 PM
KSL	KSL				03/24/08	5:12:40 AM	5:13:10 AM
KSL	KSL				03/25/08	9:26:35 AM	9:27:05 AM
KSL	KSL				03/26/08	12:50:52 PM	12:51:22 PM

**House #:** 5233  
**Advertiser:** KSL TV5 HD  
**Ad-ID:** DTV Sports Anchors KSL  
**Group:** PRO-Promo  
**FCC Type:** PR-Promo

**Length:** 00:00:30

KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL

**Title:**  
**Product/Descr.** DTV Sports Anchors KSL

**Distribution Source:**  
**FCC Source:** LOCR-Local Recorded

**Co-op Code:**

**Product Code:**

03/27/08	7:21:28 AM	7:21:58 AM
03/28/08	5:11:46 PM	5:12:16 PM
03/29/08	11:02:55 PM	11:03:25 PM
03/30/08	1:47:25 PM	1:47:55 PM
03/31/08	12:31:18 XM	12:31:48 XM

**Material**

House #: 5234  
Advertiser: KSL TV5 HD  
Ad-ID: DTV Weather Anchors KSL  
Group: PRO-Promo  
FCC Type: PR-Promo  
  
Length: 00:00:30

Title:  
Product/Descr. DTV Weather Anchors KSL  
  
Distribution Source:  
FCC Source: LOCR-Local Recorded  
Co-op Code:  
Product Code:

**Locations**

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		DTV Anchors	90 day(s)	07/13/08	04/14/08
KSL	Dub Confirmed	Salt Lake City		M	VS		DTV Anchors	90 day(s)	07/13/08	04/14/08

**Air Dates (02/01/08 to 03/31/08)**

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
KSL	KSL				02/28/08	12:50:54 PM	12:51:24 PM
KSL	KSL				02/29/08	7:22:21 AM	7:22:51 AM
KSL	KSL				03/02/08	7:21:32 PM	7:22:02 PM
KSL	KSL				03/03/08	5:12:31 PM	5:13:01 PM
KSL	KSL				03/04/08	10:17:37 PM	10:18:07 PM
KSL	KSL				03/06/08	5:13:28 AM	5:13:58 AM
KSL	KSL				03/07/08	6:26:14 PM	6:26:44 PM
KSL	KSL				03/08/08	6:45:53 AM	6:46:23 AM
KSL	KSL				03/09/08	6:50:08 AM	6:50:38 AM
KSL	KSL				03/10/08	5:11:17 PM	5:11:47 PM
KSL	KSL				03/11/08	10:29:22 AM	10:29:52 AM
KSL	KSL				03/12/08	10:23:00 PM	10:23:30 PM
KSL	KSL				03/13/08	3:51:49 PM	3:52:19 PM
KSL	KSL				03/14/08	6:09:27 AM	6:09:57 AM
KSL	KSL				03/15/08	6:46:48 AM	6:47:18 AM
KSL	KSL				03/16/08	11:48:37 AM	11:49:07 AM
KSL	KSL				03/17/08	5:42:30 AM	5:43:00 AM
KSL	KSL				03/17/08	4:42:17 PM	4:42:47 PM
KSL	KSL				03/18/08	3:23:54 PM	3:24:24 PM
KSL	KSL				03/19/08	10:27:48 AM	10:28:18 AM
KSL	KSL				03/20/08	7:20:52 AM	7:21:22 AM
KSL	KSL				03/21/08	12:33:14 XM	12:33:44 XM
KSL	KSL				03/22/08	6:11:37 PM	6:12:07 PM
KSL	KSL				03/22/08	8:17:24 PM	8:17:54 PM
KSL	KSL				03/23/08	6:50:21 AM	6:50:51 AM

House #: 5234  
 Advertiser: KSL TV5 HD  
 Ad-ID: DTV Weather Anchors KSL  
 Group: PRO-Promo  
 FCC Type: PR-Promo

Length: 00:00:30

KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL
KSL	KSL

Title:  
 Product/Descr. DTV Weather Anchors KSL

Distribution Source:  
 FCC Source: LOCR-Local Recorded

Co-op Code:

Product Code:

03/24/08	12:33:17 XM	12:33:47 XM
03/25/08	3:21:34 PM	3:22:04 PM
03/26/08	5:12:22 PM	5:12:52 PM
03/27/08	10:27:25 AM	10:27:55 AM
03/28/08	5:12:53 AM	5:13:23 AM
03/29/08	6:12:20 PM	6:12:50 PM
03/30/08	6:50:29 AM	6:50:59 AM
03/31/08	5:14:09 PM	5:14:39 PM

**Material**

House #: 6193  
Advertiser:  
Ad-ID: Digital Transition  
Group: PSA-PSA  
FCC Type: PSA-Public Service Announcement  
  
Length: 00:00:30

Title:  
Product/Descr. NAB  
  
Distribution Source:  
FCC Source: LOCR-Local Recorded  
Co-op Code:  
Product Code:

**Locations**

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		PSA-NAB	90 day(s)	07/02/08	04/03/08
KSL	Dub Confirmed	Salt Lake City		M	VS		PSA-NAB	90 day(s)	07/02/08	04/03/08

**Filler Instructions**

Seq. #	Station	Channel	Start Date	End Date	Weekdays	Start Time	End Time
1	KSL	KSL		03/01/09	MTWThFSaSu	-- -- --	-- -- --

**Air Dates (02/01/08 to 03/31/08)**

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
KSL	KSL				03/04/08	2:51:24 XM	2:51:54 XM
KSL	KSL				03/09/08	3:58:19 XM	3:58:49 XM
KSL	KSL				03/13/08	2:25:28 XM	2:25:58 XM
KSL	KSL				03/21/08	11:32:50 AM	11:33:20 AM
KSL	KSL				03/30/08	2:55:34 XM	2:56:04 XM
KSL	KSL				03/31/08	3:37:42 XM	3:38:12 XM

only 5400 AM  
1500 X 10 counts



**Material**

House #: 6194  
Advertiser:  
Ad-ID: Digital Transition  
Group: PSA-PSA  
FCC Type: PSA-Public Service Announcement  
Length: 00:00:15

Title:  
Product/Descr. NAB  
Distribution Source:  
FCC Source: LOCR-Local Recorded  
Co-op Code:  
Product Code:

**Locations**

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		PSA-NAB	90 day(s)	06/19/08	03/21/08
KSL	Dub Confirmed	Salt Lake City		M	VS		PSA-NAB	90 day(s)	06/19/08	03/21/08

**Air Dates (02/01/08 to 03/31/08)**

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
KSL	KSL				03/03/08	4:58:30 XM	4:58:45 XM
KSL	KSL				03/05/08	12:50:19 PM	12:50:34 PM
KSL	KSL				03/05/08	4:18:08 XM	4:18:23 XM
KSL	KSL				03/07/08	1:53:21 PM	1:53:36 PM
KSL	KSL				03/21/08	3:38:18 XM	3:38:33 XM
KSL	KSL				03/30/08	1:59:10 XM	1:59:25 XM
KSL	KSL				03/31/08	1:34:40 XM	1:34:55 XM

*Only 5:00 AM  
1:00 PM counts*

# Material

House #: 6195  
 Advertiser:  
 Ad-ID: Future is Here  
 Group: PSA-PSA  
 FCC Type: PSA-Public Service Announcement  
 Length: 00:00:30

Title:  
 Product/Descr. NAB- Digital Transition  
 Distribution Source:  
 FCC Source: LOCR-Local Recorded  
 Co-op Code:  
 Product Code:

## Locations

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	07/02/08	04/03/08
KSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	07/02/08	04/03/08

## Air Dates (02/01/08 to 03/31/08)

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
EKSL	EKSL				03/07/08	9:59:00 AM	9:59:30 AM
EKSL	EKSL				03/07/08	9:14:30 PM	9:15:00 PM
→ KSL	KSL				03/08/08	7:28:03 AM	7:28:33 AM
EKSL	EKSL				03/08/08	9:44:00 AM	9:44:30 AM
EKSL	EKSL				03/08/08	6:59:00 PM	6:59:30 PM
EKSL	EKSL				03/08/08	3:59:00 XM	3:59:30 XM
EKSL	EKSL				03/09/08	10:14:30 AM	10:15:00 AM
EKSL	EKSL				03/09/08	7:44:30 PM	7:45:00 PM
→ KSL	KSL				03/09/08	4:25:29 XM	4:25:59 XM
EKSL	EKSL				03/10/08	7:59:15 AM	7:59:45 AM
EKSL	EKSL				03/10/08	8:14:00 PM	8:14:30 PM
EKSL	EKSL				03/11/08	9:59:00 AM	9:59:30 AM
EKSL	EKSL				03/11/08	8:44:30 PM	8:45:00 PM
EKSL	EKSL				03/12/08	9:44:00 AM	9:44:30 AM
EKSL	EKSL				03/12/08	8:14:00 PM	8:14:30 PM
EKSL	EKSL				03/13/08	9:44:30 AM	9:45:00 AM
EKSL	EKSL				03/13/08	8:44:00 PM	8:44:30 PM
→ KSL	KSL				03/13/08	2:35:26 XM	2:35:56 XM
EKSL	EKSL				03/14/08	9:44:30 AM	9:45:00 AM
EKSL	EKSL				03/14/08	9:59:30 PM	10:00:00 PM
→ KSL	KSL				03/15/08	9:58:34 AM	9:59:04 AM
EKSL	EKSL				03/15/08	9:59:30 AM	10:00:00 AM
EKSL	EKSL				03/15/08	7:44:00 PM	7:44:30 PM
EKSL	EKSL				03/16/08	10:44:00 AM	10:44:30 AM
EKSL	EKSL				03/16/08	8:44:30 PM	8:45:00 PM

Spots broadcast on EKSL  
 (weather channel)  
 Don't Count.  
 Only 5:00 AM - 1:00 PM counts.

House #: 6195  
 Advertiser:  
 Ad-ID: Future is Here  
 Group: PSA-PSA  
 FCC Type: PSA-Public Service Announcement

Length: 00:00:30

EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
→ KSL	KSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
→ KSL	KSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
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EKSL	EKSL
→ KSL	KSL
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→ KSL	KSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL

Title:  
 Product/Descr. NAB- Digital Transition  
 Distribution Source:  
 FCC Source: LOCR-Local Recorded  
 Co-op Code:  
 Product Code:

03/17/08	10:14:00 AM	10:14:30 AM
03/17/08	9:29:30 PM	9:30:00 PM
03/18/08	10:59:00 AM	10:59:30 AM
03/18/08	9:44:30 PM	9:45:00 PM
03/19/08	10:14:30 AM	10:15:00 AM
03/19/08	9:59:00 PM	9:59:30 PM
03/19/08	2:52:03 XM	2:52:33 XM
03/20/08	9:44:00 AM	9:44:30 AM
03/20/08	8:59:30 PM	9:00:00 PM
03/21/08	10:29:15 AM	10:29:45 AM
03/21/08	11:59:15 PM	11:59:45 PM
03/22/08	9:28:17 AM	9:28:47 AM
03/22/08	10:44:30 AM	10:45:00 AM
03/22/08	8:14:30 PM	8:15:00 PM
03/23/08	11:14:00 AM	11:14:30 AM
03/23/08	10:29:00 PM	10:29:30 PM
03/24/08	8:59:00 AM	8:59:30 AM
03/24/08	8:59:30 PM	9:00:00 PM
03/25/08	11:14:00 AM	11:14:30 AM
03/25/08	10:44:30 PM	10:45:00 PM
03/26/08	10:29:30 AM	10:30:00 AM
03/26/08	10:28:30 PM	10:29:00 PM
03/27/08	11:14:30 AM	11:15:00 AM
03/27/08	11:31:47 AM	11:32:17 AM
03/27/08	10:59:30 PM	11:00:00 PM
03/27/08	4:28:47 XM	4:29:17 XM
03/28/08	11:29:00 AM	11:29:30 AM
03/28/08	12:44:30 XM	12:45:00 XM
03/29/08	9:59:30 AM	10:00:00 AM
03/29/08	11:14:00 PM	11:14:30 PM
03/30/08	10:44:30 AM	10:45:00 AM
03/30/08	10:14:30 PM	10:15:00 PM
03/31/08	8:59:00 AM	8:59:30 AM
03/31/08	5:59:30 PM	6:00:00 PM
03/31/08	3:59:00 XM	3:59:30 XM

# Material

House #: 6196  
 Advertiser:  
 Ad-ID: Just A Box  
 Group: PSA-PSA  
 FCC Type: PSA-Public Service Announcement  
 Length: 00:00:30

Title:  
 Product/Descr. NAB- Digital Transition  
 Distribution Source:  
 FCC Source: LOCR-Local Recorded  
 Co-op Code:  
 Product Code:

## Locations

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	07/02/08	04/03/08
KSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	07/02/08	04/03/08

## Air Dates (02/01/08 to 03/31/08)

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
EKSL	EKSL				03/07/08	7:29:00 AM	7:29:30 AM
EKSL	EKSL				03/07/08	6:44:30 PM	6:45:00 PM
EKSL	EKSL				03/08/08	6:59:30 AM	7:00:00 AM
EKSL	EKSL				03/08/08	4:29:00 PM	4:29:30 PM
EKSL	EKSL				03/08/08	1:29:30 XM	1:30:00 XM
EKSL	EKSL				03/09/08	7:14:30 AM	7:15:00 AM
EKSL	EKSL				03/09/08	5:29:15 PM	5:29:45 PM
→ KSL	KSL				03/09/08	12:29:24 XM	12:29:54 XM
→ KSL	KSL				03/09/08	1:28:59 XM	1:29:29 XM
EKSL	EKSL				03/09/08	3:29:00 XM	3:29:30 XM
EKSL	EKSL				03/10/08	6:29:30 AM	6:30:00 AM
KSL	KSL				03/10/08	11:30:18 AM	11:30:48 AM
EKSL	EKSL				03/10/08	5:13:30 PM	5:14:00 PM
EKSL	EKSL				03/10/08	3:29:30 XM	3:30:00 XM
EKSL	EKSL				03/11/08	6:59:00 AM	6:59:30 AM
EKSL	EKSL				03/11/08	6:14:30 PM	6:15:00 PM
EKSL	EKSL				03/11/08	3:44:00 XM	3:44:30 XM
EKSL	EKSL				03/12/08	7:44:00 AM	7:44:30 AM
EKSL	EKSL				03/12/08	5:59:30 PM	6:00:00 PM
→ KSL	KSL				03/12/08	2:29:40 XM	2:30:10 XM
EKSL	EKSL				03/12/08	3:44:30 XM	3:45:00 XM
EKSL	EKSL				03/13/08	7:44:00 AM	7:44:30 AM
EKSL	EKSL				03/13/08	5:58:30 PM	5:59:00 PM
EKSL	EKSL				03/13/08	3:44:30 XM	3:45:00 XM
EKSL	EKSL				03/14/08	7:14:30 AM	7:15:00 AM

→ spots broadcast on EKSL  
 (weather channel)  
 Don't count.

Only 5:00 AM -  
 1:00 XM  
 counts.

House #: 6196  
 Advertiser:  
 Ad-ID: Just A Box  
 Group: PSA-PSA  
 FCC Type: PSA-Public Service Announcement

Length: 00:00:30

	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
→	KSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
→	KSL
	EKSL
	EKSL
	EKSL
	EKSL
→	KSL
	EKSL
→	KSL
	EKSL
	EKSL
→	KSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL
	EKSL

Title:  
 Product/Descr. NAB- Digital Transition  
 Distribution Source:  
 FCC Source: LOCR-Local Recorded  
 Co-op Code:  
 Product Code:

03/14/08	6:59:30 PM	7:00:00 PM
03/15/08	8:13:30 AM	8:14:00 AM
03/15/08	4:59:30 PM	5:00:00 PM
03/15/08	3:44:30 XM	3:45:00 XM
03/16/08	8:14:30 AM	8:15:00 AM
03/16/08	6:14:30 PM	6:15:00 PM
03/16/08	2:56:40 XM	2:57:10 XM
03/17/08	6:59:30 AM	7:00:00 AM
03/17/08	6:29:30 PM	6:30:00 PM
03/18/08	8:14:15 AM	8:14:45 AM
03/18/08	7:29:30 PM	7:30:00 PM
03/19/08	7:44:30 AM	7:45:00 AM
03/19/08	7:14:30 PM	7:15:00 PM
03/20/08	7:58:30 AM	7:59:00 AM
03/20/08	6:29:30 PM	6:30:00 PM
03/20/08	2:37:09 XM	2:37:39 XM
03/21/08	8:14:00 AM	8:14:30 AM
03/21/08	7:59:30 PM	8:00:00 PM
03/22/08	7:43:45 AM	7:44:15 AM
03/22/08	5:44:30 PM	5:45:00 PM
03/22/08	4:44:00 XM	4:44:30 XM
03/23/08	5:29:13 AM	5:29:43 AM
03/23/08	7:29:00 AM	7:29:30 AM
03/23/08	6:44:30 PM	6:45:00 PM
03/23/08	4:09:39 XM	4:10:09 XM
03/24/08	7:13:30 AM	7:14:00 AM
03/24/08	6:43:30 PM	6:44:00 PM
03/25/08	8:44:00 AM	8:44:30 AM
03/25/08	11:33:09 AM	11:33:39 AM
03/25/08	8:29:00 PM	8:29:30 PM
03/26/08	8:13:30 AM	8:14:00 AM
03/26/08	7:44:00 PM	7:44:30 PM
03/27/08	8:14:30 AM	8:15:00 AM
03/27/08	8:14:00 PM	8:14:30 PM
03/28/08	8:14:30 AM	8:15:00 AM
03/28/08	10:13:30 PM	10:14:00 PM
03/29/08	7:29:30 AM	7:30:00 AM
03/29/08	7:59:30 PM	8:00:00 PM
03/30/08	7:44:00 AM	7:44:30 AM

House #: 6196  
Advertiser:  
Ad-ID: Just A Box  
Group: PSA-PSA  
FCC Type: PSA-Public Service Announcement

Length: 00:00:30

EKSL	EKSL
EKSL	EKSL
EKSL	EKSL
EKSL	EKSL

Title:  
Product/Descr. NAB- Digital Transition

Distribution Source:  
FCC Source: LOCR-Local Recorded

Co-op Code:

Product Code:

03/30/08	7:59:15 PM	7:59:45 PM
03/31/08	6:44:30 AM	6:45:00 AM
03/31/08	3:59:30 PM	4:00:00 PM
03/31/08	1:14:30 XM	1:15:00 XM

# Material

House #: 6197  
 Advertiser:  
 Ad-ID: Digital is in the Air  
 Group: PSA-PSA  
 FCC Type: PSA-Public Service Announcement  
 Length: 00:00:30

Title:  
 Product/Descr. NAB- Digital Transition  
 Distribution Source:  
 FCC Source: LOCR-Local Recorded  
 Co-op Code:  
 Product Code:

## Locations

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	07/02/08	04/03/08
KSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	07/02/08	04/03/08

## Air Dates (02/01/08 to 03/31/08)

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
EKSL	EKSL				03/07/08	11:59:00 AM	11:59:30 AM
EKSL	EKSL				03/07/08	10:44:15 PM	10:44:45 PM
→ KSL	KSL				03/08/08	9:58:31 AM	9:59:01 AM
EKSL	EKSL				03/08/08	11:14:00 AM	11:14:30 AM
EKSL	EKSL				03/08/08	7:44:30 PM	7:45:00 PM
EKSL	EKSL				03/08/08	4:59:30 XM	5:00:00 XM
EKSL	EKSL				03/09/08	11:29:30 AM	11:30:00 AM
EKSL	EKSL				03/09/08	9:29:15 PM	9:29:45 PM
EKSL	EKSL				03/10/08	9:14:30 AM	9:15:00 AM
EKSL	EKSL				03/10/08	9:28:30 PM	9:29:00 PM
EKSL	EKSL				03/11/08	12:14:00 PM	12:14:30 PM
EKSL	EKSL				03/11/08	9:44:30 PM	9:45:00 PM
EKSL	EKSL				03/12/08	11:14:30 AM	11:15:00 AM
EKSL	EKSL				03/12/08	9:14:30 PM	9:15:00 PM
EKSL	EKSL				03/13/08	10:59:30 AM	11:00:00 AM
EKSL	EKSL				03/13/08	9:44:30 PM	9:45:00 PM
EKSL	EKSL				03/14/08	11:59:30 AM	12:00:00 PM
EKSL	EKSL				03/14/08	12:14:30 XM	12:15:00 XM
EKSL	EKSL				03/15/08	10:59:00 AM	10:59:30 AM
EKSL	EKSL				03/15/08	8:58:30 PM	8:59:00 PM
EKSL	EKSL				03/16/08	11:44:00 AM	11:44:30 AM
EKSL	EKSL				03/16/08	10:59:30 PM	11:00:00 PM
EKSL	EKSL				03/17/08	11:29:30 AM	11:30:00 AM
EKSL	EKSL				03/17/08	10:59:30 PM	11:00:00 PM
EKSL	EKSL				03/18/08	12:44:30 PM	12:45:00 PM

Spots broadcast on EKSL  
 (weather channel)  
 Don't count.

Only 5:00 AM -  
 1:00 XM counts.

**Length:** 00:00:30

[illegible]

03/18/08	12:14:30 XM	12:15:00 XM
03/19/08	11:44:30 AM	11:45:00 AM
03/19/08	11:29:00 PM	11:29:30 PM
03/20/08	10:29:30 AM	10:30:00 AM
03/20/08	10:29:15 PM	10:29:45 PM
03/21/08	12:44:30 PM	12:45:00 PM
03/21/08	1:44:15 XM	1:44:45 XM
03/22/08	11:29:30 AM	11:30:00 AM
03/22/08	9:59:30 PM	10:00:00 PM
03/23/08	12:44:00 PM	12:44:30 PM
03/23/08	12:29:30 XM	12:30:00 XM
03/24/08	10:29:30 AM	10:30:00 AM
03/24/08	11:29:00 PM	11:29:30 PM
03/25/08	1:29:00 PM	1:29:30 PM
03/25/08	11:44:30 PM	11:45:00 PM
03/26/08	12:14:30 PM	12:15:00 PM
03/26/08	11:14:30 PM	11:15:00 PM
03/26/08	2:37:17 XM	2:37:47 XM
03/27/08	12:59:30 PM	1:00:00 PM
03/27/08	12:29:30 XM	12:30:00 XM
03/28/08	12:44:15 PM	12:44:45 PM
03/28/08	1:59:30 XM	2:00:00 XM
03/29/08	12:14:00 PM	12:14:30 PM
03/29/08	1:14:00 XM	1:14:30 XM
03/30/08	12:29:30 PM	12:30:00 PM
03/30/08	12:29:30 XM	12:30:00 XM
03/31/08	9:59:30 AM	10:00:00 AM
03/31/08	7:14:00 PM	7:14:30 PM
03/31/08	2:54:40 XM	2:55:10 XM



**Material**

House #: 6198  
Advertiser:  
Ad-ID: Future Is Here 15  
Group: PSA-PSA  
FCC Type: PSA-Public Service Announcement  
  
Length: 00:00:15

Title:  
Product/Descr. NAB- Digital Transition  
  
Distribution Source:  
FCC Source: LOCR-Local Recorded  
Co-op Code:  
Product Code:

**Locations**

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	07/02/08	04/03/08
KSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	07/02/08	04/03/08

**Air Dates (02/01/08 to 03/31/08)**

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
KSL	KSL				03/07/08	10:47:38 PM	10:47:53 PM
KSL	KSL				03/09/08	11:00:45 PM	11:01:00 PM
KSL	KSL				03/14/08	10:59:39 PM	10:59:54 PM
KSL	KSL				03/19/08	3:55:06 XM	3:55:21 XM
KSL	KSL				03/20/08	10:48:30 PM	10:48:45 PM
KSL	KSL				03/24/08	11:00:34 PM	11:00:49 PM
KSL	KSL				03/26/08	10:58:30 PM	10:58:45 PM
KSL	KSL				03/31/08	2:04:40 XM	2:04:55 XM

Only 5:00 AM -  
1:00 XM counts

**Material**

House #: 6199  
Advertiser:  
Ad-ID: Just A Box 15  
Group: PSA-PSA  
FCC Type: PSA-Public Service Announcement  
  
Length: 00:00:15

Title:  
Product/Descr. NAB- Digital Transition  
  
Distribution Source:  
FCC Source: LOCR-Local Recorded  
Co-op Code:  
Product Code:

**Locations**

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	06/30/08	04/01/08
KSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	06/30/08	04/01/08

**Air Dates (02/01/08 to 03/31/08)**

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
KSL	KSL				03/09/08	6:29:41 AM	6:29:56 AM
KSL	KSL				03/16/08	3:31:47 XM	3:32:02 XM
KSL	KSL				03/23/08	2:57:18 XM	2:57:33 XM
KSL	KSL				03/30/08	3:58:09 XM	3:58:24 XM

Only 5:00 AM -  
1:00 PM counts.

**Material**

House #: 6200  
Advertiser:  
Ad-ID: Digital is in the Air  
Group: PSA-PSA  
FCC Type: PSA-Public Service Announcement  
  
Length: 00:00:15

Title:  
Product/Descr. NAB- Digital Transition  
  
Distribution Source:  
FCC Source: LOCR-Local Recorded  
Co-op Code:  
Product Code:

**Locations**

Station	State	Location	Lib. #	A/S	V/S	Dist. Src.	Dub List	Exp. Cycle	Exp. Date	Last Used On
EKSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	06/24/08	03/26/08
KSL	Dub Confirmed	Salt Lake City		M	VS		NAB PSA's 3/7	90 day(s)	06/24/08	03/26/08

**Air Dates (02/01/08 to 03/31/08)**

Station	Channel	Order #	Line #	Spot #	Date	Start Time	End Time
KSL	KSL				03/10/08	11:00:31 PM	11:00:46 PM
KSL	KSL				03/11/08	10:57:47 PM	10:58:02 PM
KSL	KSL				03/13/08	10:48:07 PM	10:48:22 PM
KSL	KSL				03/18/08	10:58:17 PM	10:58:32 PM
KSL	KSL				03/26/08	4:46:35 XM	4:46:50 XM

AS OF 4/04/2008

NBC DTV EDUCATION PSA BROADCAST DETAIL REPORT

DAY	DATE	TIME	PROMO LENGTH	SHOW TITLE
FRIDAY	12/21/07	9:32:00 PM ET/PT	:10	DATELINE NBC
SATURDAY	12/22/07	8:07:00 PM ET/PT	:10	NBC NIGHTLY NEWS
SATURDAY	1/19/08	9:39:00 PM ET/PT	:10	LAW & ORDER: SVU
SUNDAY	2/3/08	9:12:00 PM ET/PT	:10	THE BIGGEST LOSER
SATURDAY	2/16/08	8:04:00 PM ET/PT	:10	LAW & ORDER: CI
SUNDAY	2/24/08	7:59:00 PM ET/PT	:10	LAW & ORDER: CI
MONDAY	2/25/08	9:10:00 PM ET/PT	:10	MY DAD IS BETTER
TUESDAY	2/26/08	8:19:00 PM ET/PT	:10	THE BIGGEST LOSER
WEDNESDAY	2/27/08	1:32:00 AM ET/PT	:10	CONAN O'BRIEN
MONDAY	3/3/08	10:11:00 AM ET/PT	:10	THE TODAY SHOW
MONDAY	3/3/08	1:31:00 PM ET/PT	:10	DAY OF OUR LIVES
WEDNESDAY	3/5/08	8:15:00 PM ET/PT	:10	LAW & ORDER: CI
WEDNESDAY	3/5/08	9:21:00 PM ET/PT	:10	DEAL OR NO DEAL
WEDNESDAY	3/5/08	10:41:00 PM ET/PT	:10	LAW & ORDER
THURSDAY	3/6/08	10:39:00 AM ET/PT	:10	THE TODAY SHOW
THURSDAY	3/6/08	8:10:00 PM ET/PT	:10	THE OFFICE
FRIDAY	3/7/08	10:39:00 AM ET/PT	:10	THE TODAY SHOW
FRIDAY	3/7/08	9:49:00 PM ET/PT	:10	DATELINE NBC
SATURDAY	3/8/08	8:16:00 PM ET/PT	:10	LAW & ORDER: CI
SATURDAY	3/8/08	9:40:00 PM ET/PT	:10	LAW & ORDER: SVU
SUNDAY	3/9/08	7:51:00 PM ET/PT	:10	100 MOST OUTRAGEOUS
SUNDAY	3/9/08	10:18:00 PM ET/PT	:10	LAW & ORDER: SVU
TUESDAY	3/11/08	9:30:25 PM ET/PT	:15	THE BIGGEST LOSER
WEDNESDAY	3/12/08	10:43:32 PM ET/PT	:15	LAW & ORDER
SATURDAY	3/15/08	8:30:12 PM ET/PT	:30	LAW & ORDER: CI
SUNDAY	3/16/08	10:16:53 PM ET/PT	:30	LAW & ORDER: SVU
MONDAY	3/17/08	10:43:48 PM ET/PT	:15	MEDIUM
WEDNESDAY	3/19/08	8:29:25 PM ET/PT	:15	LAW & ORDER: CI
WEDNESDAY	3/26/08	6:41:14 PM ET/PT	:15	NBC NIGHTLY NEWS
THURSDAY	3/27/08	1:18:17 PM ET/PT	:30	DAY OF OUR LIVES
FRIDAY	3/28/08	12:53:03 AM ET/PT	:15	CONAN O'BRIEN
SATURDAY	3/29/08	9:59:08 PM ET/PT	:15	LAW & ORDER: SVU
SUNDAY	3/30/08	8:28:45 AM ET/PT	:15	SUNDAY TODAY
MONDAY	3/31/08	10:48:47 PM ET/PT	:30	MEDIUM
THURSDAY	4/3/08	10:27:45 AM ET/PT	:15	THE TODAY SHOW
				:15 = 8 ÷ 2 = 4
				:30 = 4
				5A-1A
				:15 = 4 ÷ 2 = 2
				:30 = 2
				5:00 TO 10:35 PM

SlugPage

DIGITAL TV CON' 22

FormSource/RepNotesTeaseSOTTIMETOTALFronttime

SCRIPT

0:00

0:46

0:46

0:00:00

TALENT =AMANDA  
SHOULDER GRAPHICNAT  
SOURCE =DIGITAL TV CONVERSION

1/1/08

\*CG banner  
1-888-388-2009

TALENT =AMANDA

The government wants to help Americans when the television industry switches to digital signals.

NAT

All U-S broadcast T-V state will convert by February of 2009.

People with analog television to get *over-the-air* broadcasts will not be able to see those digital signals.. unless they use a converter box.Each U-S household is eligible for two 40-dollar coupons for *digital-to-analog* converter boxes.

You can call 1-888-388-2009 to get coupons.

Or you can apply at the government web site [www-dot-n-t-i-a dot-doc dot-gov](http://www-dot-n-t-i-a-dot-doc-dot-gov).

If you have a digital T-V and you get your broadcasts over the air, you're all set for the change already.

The government is mandating the change to auction off the analog airspace currently filled with *broadcast signals* to wireless broadband companies.**[WEB TEASE]**

We have much more about the transition date and what it means by going to our website-- KSL-dot-com.

<u>Slug</u>	<u>Page</u>	<u>Form</u>	<u>Source/Rep</u>	<u>Notes</u>	<u>Tease</u>	<u>SOT</u>	<u>TIME</u>	<u>TOTAL</u>	<u>Fronttime</u>
P DIGITAL TV CO 535P	1/1/08		CNN			0:00	1:16	1:16	0:00:00

This holiday season is over.. but. the Commerce Department will give out gifts to help Americans upgrade to digital television.

Each U-S household is eligible for two 40-dollar coupons for *digital-to-analog* converter boxes.

All U-S broadcast T-V stations are scheduled to convert to digital signals by February 17, 2009.

But people who use analog televisions to get *over-the-air* broadcasts will not be able to see those digital signals.. unless they use a converter box.

You can call 1-888-388-2009 to get coupons. Or you can apply at the government web site [www-dot-n-t-i-a dot-doc dot-gov](http://www-dot-n-t-i-a dot-doc dot-gov).

If you have a digital T-V and you get your broadcasts over the air, you're all set for the change already.

Whether you have an analog or a digital T-V if you get your programming from cable or satellite, you need to contact your provider to find out what adjustments, if any, you need to make.

Here's why the government is mandating the change. It will auction off the analog airspace currently filled with *broadcast signals* to wireless broadband companies.

Also, emergency services like firefighters and police will use of the open airwaves.

**Slug** **Page**  
**P DIGITAL COUPON 31P**

<b>Form</b>	<b>Source/Rep</b>	<b>Notes</b>	<b>Tease</b>	<b>SOT</b>	<b>TIME</b>	<b>TOTAL</b>	<b>Fronttime</b>
	<b>LV54</b>			<b>0:00</b>	<b>1:40</b>	<b>1:40</b>	<b>0:00:00</b>

PKG  
 OUT Q =

1/2/08

PKG  
 (--- INSERT PACKAGE ---)

//NATS//

WITH THE LONG-AWAITED TRANSITION FROM  
 ANALOG TO DIGITAL T-V JUST OVER A YEAR AWAY

...

THE GOVERNMENT AND U-S BROADCASTERS ARE  
 RUSHING TO GET VIEWERS READY FOR THE BIG  
 SWITCH BEFORE IT'S TOO LATE.

ON FEBRUARY 17th, 2009 ... OLD ANALOG TVS WON'T  
 WORK WITHOUT A SPECIAL CONVERTER BOX ...

AND U-S COMMERCE SECRETARY CARLOS  
 GUTIERREZ SAYS HIS DEPARTMENT IS  
 SPEARHEADING A MULTIMEDIA BLITZ TO MAKE  
 SURE EVERYONE GETS THE MESSAGE.

\*CG standard  
 Carlos Gutierrez  
 U.S. Commerce Secretary

SOT/ Carlos Gutierrez, U-S Commerce Secretary  
 "its a multimillion dollar tv campaign also done in  
 stores"

BEGINNING THIS WEEK ... THE GOVERNMENT IS  
 OFFERING FORTY-DOLLAR COUPONS THAT WOULD  
 SLASH THE PRICE OF ONE OF THESE CONVERTER  
 BOXES DOWN TO TEN OR TWENTY BUCKS.

SOT/ Carlos Gutierrez, U-S Commerce Secretary  
 were already received requests from half a million  
 households.

BUT MUCH OF THE NATION HAS YET TO GET WITH  
 THE PROGRAM.

\*CG standard  
 Shermaze Ingram  
 National Association of Broadcasters

TAPE / Shermaze Ingram, National Association of  
 Broadcasters  
 About half of Americans ... That will ... Major major  
 effort ... S

IF YOU JUST GOT A NEW T-V THIS CHRISTMAS ...  
 YOU'RE PROBABLY ALREADY SET ...

BUT IF YOUR T-V IS SEVERAL YEARS OLD -- AND  
 DOESN'T HAVE A DIGITAL TUNER ...

OR IF YOU DON'T SUBSCRIBE TO A CABLE SERVICE  
 ...

IT'S TIME TO START THINKING ABOUT THE FUTURE.

TAPE / Shermaze Ingram, National Association of

4/7/2008 22:08:53, USER Dave Block

[INews]ARCHIVE.KSL-TV.2008.JAN 31P - 2 SLUG P DIGITAL COUPON

Broadcasters

ANYONE OUT THERE THAT DOES NOT HAVE ... GG TO  
HAVE TO UPGRADE ... OTHERWISE

outcue: Brian Mooar, NBC News, Washington."

\*CG standard

Brian Mooar

NBC News

(--- REPORTER LIVE TAG ---)

YOU CAN HOOK THE CONVERTER BOXES UP RIGHT  
NOW ... AND GET DVD-QUALITY PICTURE AND  
BETTER SOUND.

I'M BRIAN MOOAR IN WASHINGTON. NOW BACK TO  
YOU.



**Slug** **Page**  
**DIGITAL TV COUPON 84**

<b>Form</b>	<b>Source/Rep</b>	<b>Notes</b>	<b>Tease</b>	<b>SOT</b>	<b>TIME</b>	<b>TOTAL</b>	<b>Fronttime</b>
	<b>LV54W</b>			<b>0:11</b>	<b>0:41</b>	<b>0:52</b>	<b>0:00:00</b>

TALENT =BRUCE

TALENT =BRUCE

With the long-awaited transition to digital TV just a year away... the government is pitching in to help everyone make the change more easily.

NAT  
 SOURCE =

NAT

On February 17th, 2009 old **analog** TV's won't work without a special converter box.

SOT  
 SOURCE=  
 IN Q =1:14  
 OUT Q =1:25  
 RUNS =:11  
 \*CG standard  
 Shermaze Ingram  
 National Association of Broadcasters

SOT

Shermaze Ingram/ National Association of Broadcasters:"ANYONE OUT THERE WHO DOES NOT HAVE A DIGITAL TELEVISION SET IS STILL WATCHING TELEVISION WITH AN OLDER SET THAT IS HOOKED UP TO AN ANTENNA IS GOING TO HAVE TO UPGRADE IN ORDER TO RECEIVE THAT DIGITAL SIGNAL - OTHERWISE THEY WILL LOSE TELEVISION ALTOGETHER."

NAT ROLLING  
 SOURCE =

NAT ROLLING

Experts say new TV's are probably already equipped with a converter...

but older TVs that aren't hooked up to a cable, satellite or telephone company service... will need a converter box.

So beginning this week, the government is offering forty dollar coupons to help supplement the cost of a converter... to bring it down to about ten or twenty dollars.

STINGER  
 EDIT Q =  
[www.dtv2009.gov](http://www.dtv2009.gov)  
[www.dtvanswers.com/](http://www.dtvanswers.com/)

STINGER

For more information on the switch to digital TV or to apply for the coupon visit [ksl.com](http://ksl.com).

**Slug** **Page**  
**HDTV DEMO** **40**

1/16/08

<b>Form</b>	<b>Source/Rep</b>	<b>Notes</b>	<b>Tease</b>	<b>SOT</b>	<b>TIME</b>	<b>TOTAL</b>	<b>Fronttime</b>
<b>LOCAL</b>				<b>0:02</b>	<b>0:33</b>	<b>0:35</b>	<b>0:00:00</b>

TALENT =DEANIE

TALENT =DEANIE

In just more than a year, new laws kick in that change the way broadcasters send a signal to your -television.

It has a lot of people wondering, will my TV -work?  
 Will I need a converter?

NAT SOUND FULL  
 SOURCE=HDTV @20:26:30-:32

NAT FULL :02  
 "GIRL SPINS WHEEL"

IN Q =

NAT ROLLING

OUT Q =

RUNS = :02

To answer those and other questions about the big changeover, KSL TV has teamed with R-C Willey.

NAT ROLLING

This trailer will be making the rounds with displays to explain the difference between everything from plasma and L-C-D screens...

SOURCE =

\*CG slc

Experts at seminars like this one tonight will answer questions like how a -converter can make a digital signal work in your older TV.

EDIT Q =20:27:50 AND 28:06

EDIT Q =20:27:05

**Slug** **Page**  
**DIGITAL TV** **542**

1/30/08

<u>Form</u>	<u>Source/Rep</u>	<u>Notes</u>	<u>Tease</u>	<u>SOT</u>	<u>TIME</u>	<u>TOTAL</u>	<u>Fronttime</u>
				0:09	0:40	0:49	0:00:00
TALENT =JED SHOULDER GRAPHIC		TALENT =JED In about a year... T-V broadcasters nationwide have to switch to a digital signal. That means... if you watch over-the-air television... you'll need a converter box.					
NAT SOURCE =		NAT The government is offering 40-dollar coupons to help cover the cost of the converter box... which will range in price from 50 to 70 dollars. 32-thousand people have already gotten them... but an estimated 200-thousand homes need them.					
SOT SOURCE= IN Q =12:44:11 when you consider OUT Q =12:44:20 31st. RUNS =:09 *CG standard Mary Dickson KUED Channel 7 Creative Director NAT ROLLING SOURCE = *CG banner 1-888-DTV-2009 WEB STING		SOT Mary Dickson/KUED Channel 7 Creative Director: "WHEN YOU CONSIDER 32-THOUSAND HAVE COUPONS, THAT'S A LOT WHO WILL BE LEFT OUT IF THEY DON'T TAKE SOME ACTION BY THAT COUPON DEADLINE WHICH IS MARCH 31ST." NAT ROLLING Once you get a coupon you have 90 days to use it. Again... the coupon deadline is March 31'st 2009. For more information call 1-8-8-8-D-T-V-2009... or WEB STING ... follow the link on our website... k-s-l-dot-com.					

**Slug** **Page**  
**P DIGITAL TV** **30P**  
**Form** **Source/Rep**

**Notes**

**Tease** **SOT** **TIME** **TOTAL** **Fronttime**

**0:47** **0:48** **1:35** **0:00:00**

NAT SOUND FULL  
 IN Q =12:51:18 you're watching  
 OUT Q =HD  
 RUNS = :02  
 NAT SOUND FULL  
 IN Q =  
 OUT Q =  
 RUNS = :

SOT  
 SOURCE=  
 IN Q =12:45:24 if you still want  
 OUT Q =12:45:32 over the air.  
 RUNS =:08  
 \*CG standard Mary Dickson  
 KUED Channel 7 Creative Director

SOT  
 SOURCE=  
 IN Q =12:43:44 which is  
 OUT Q =12:43:51 confused people.  
 RUNS =:07

SOT  
 SOURCE=  
 IN Q =12:44:11 when you consider  
 OUT Q =12:44:20 31st.  
 RUNS =:09

SOT  
 SOURCE=  
 IN Q =13:01:13 the coupon  
 OUT Q =13:01:26 digital signal.  
 RUNS =:13

NAT SOUND FULL stray nat  
 RUNS = :01  
 12:58:35 coupon website

SOT  
 SOURCE=  
 IN Q =12:45:54 this is going to free  
 OUT Q =12:46:01 doing it.  
 RUNS =:07

NAT FULL  
 February 17th, 2009..  
 T-V broadcasters nationwide must switch to a  
 digital signal..  
 NAT FULL  
 KSL-TV5 already sends that signal.. but you  
 may not watch that way.  
 People who watch us over-the-air on analog  
 televisions.. will not be able to see our digital signal.  
 SOT  
 Mary Dickson/KUED Channel 7 Creative Director: "IF  
 YOU STILL WANT TO GET A TV SIGNAL AFTER  
 FEBRUARY 17, 2009, YOU NEED A SET TOP  
 CONVERTER BOX, IF YOU ARE NOW GETTING YOUR  
 SIGNAL OVER-THE-AIR."

40-dollar coupons from the government will  
 help cover the cost of the boxes which range in price  
 from 50-70 dollars.

32-thousand Utahns have already applied to get  
 government coupons for set-top converter boxes.

SOT  
 Mary Dickson/KUED Channel 7 Creative Director:  
 "WHICH IS PRETTY MUCH HIGHER THAN AVERAGE  
 AROUND THE COUNTRY, SO WE'VE GOT AN  
 EDUCATED AUDIENCE, BUT THERE ARE STILL A LOT  
 OF CONFUSED PEOPLE."

An estimated 200-thousand homes in Utah  
 watch over the air only.

SOT  
 Mary Dickson/KUED Channel 7 Creative Director:  
 "WHEN YOU CONSIDER 32-THOUSAND HAVE  
 COUPONS, THAT'S A LOT WHO WILL BE LEFT OUT IF  
 THEY DON'T TAKE SOME ACTION BY THAT COUPON  
 DEADLINE WHICH IS MARCH 31ST."

SOT  
 Jed Boal/Eyewitness News: "THE COUPONS WILL GO  
 OUT SOMETIME NEXT MONTH, ALONG WITH A LIST  
 OF RETAILERS WHERE YOU CAN BUY ONE OF THESE  
 DIGITAL CONVERTER BOXES. YOU DON'T HAVE TO  
 WAIT UNTIL NEXT FEBRUARY TO PLUG IT IN, AND  
 START ENJOYING THE DIGITAL SIGNAL."

NAT FULL  
 Once you get the coupon.. you have 90 days to  
 use it.

If you get your programming from cable or  
 satellite.. contact your provider to find out if you need  
 to do anything.

SOT  
 Mary Dickson/KUED Channel 7 Creative Director: "THIS  
 IS GOING TO FREE UP SOME AIRWAVES FOR SALE  
 TO CELLULAR COMPANIES, FOR SOME EMERGENCY  
 SERVICES. THAT'S WHY THEY'RE DOING IT."

**Slug** **Page**  
**P TV CONSUMER 34P**

1/30/08

<b>Form</b>	<b>Source/Rep</b>	<b>Notes</b>	<b>Tease</b>	<b>SOT</b>	<b>TIME</b>	<b>TOTAL</b>	<b>Fronttime</b>
				<b>0:00</b>	<b>2:05</b>	<b>2:05</b>	<b>0:00:00</b>

NAT  
 SOURCE =various shots of TV's on "TV Consumer"  
 "TV Consumer file"

SOT  
 SOURCE=TV CONSUMER  
 IN Q =15:16:07  
 OUT Q =  
 RUNS =00:08  
 \*CG standard  
 Ted Bollinger  
 Sales Manager, TV Specialists  
 NAT ROLLING  
 SOURCE =  
 EDIT Q =TV Consumer-2 (16:34:50-ish)

NAT  
 SOURCE =TV Consumer --wide shots of truck etc  
 (15:40:56)

SOT  
 SOURCE=TV CONSUMER  
 IN Q =32:19  
 OUT Q =  
 RUNS =00:07  
 \*CG standard  
 Leroy Santana  
 Panasonic Tour Manager  
 NAT ROLLING  
 SOURCE =15:40:00 (big TV)

SOT  
 SOURCE=tv consumer  
 IN Q =33:04  
 OUT Q =  
 RUNS =00:04  
 NAT ROLLING  
 SOURCE =  
 EDIT Q =other show room--15:24:55-ish....

SOT  
 SOURCE=tv consumer  
 IN Q =16:45  
 OUT Q =

NAT

OK, consider this a VERY early warning: but in February of 2009, the way your television set gets its picture will be different.

The analog TV transmission signal, that's been the standard for decades, will be gone for good.

SOT

Ted Bollinger

Sales Mgr. TV Specialists:"**THEY'RE NOT GOING TO QUIT WORKING...IT'S NOT A COMPUTER THING THAT THEY'RE GOING TO SHUT DOWN...THEY'LL KEEP WORKING, IT'S JUST THAT THE SOURCE OF YOUR SIGNAL WILL HAVE TO BE UPDATED TO BE ABLE TO GET THE CONTENT THAT YOU WANT."**

NAT ROLLING

It's being replaced by a digital signal...bringing better picture and sound quality... The National Association of Broadcasters has already prepared educational TV spots to help explain. Local stations in Salt Lake will soon follow.

NAT

Panasonic is going right to the people in its "*Living in High Definition*" Nationwide Tour! A 6-month, 120-city campaign featuring this 53-foot expanding semi, complete with all things H-D.

Yes, part product promotion, but also a way to let consumers know that things are changing.

SOT

Leroy Santana

Panasonic Tour Mgr.:**"YES WE ARE EDUCATING THE CONSUMERS THAT H-D IS NOW THE NEW FORMAT, SO WHEN IT COMES TO FEBRUARY OF '09, EVERYBODY WILL BE READY FOR IT..."**

NAT ROLLING

Panasonic's tour is set up at the R.C. Willey store on Murray through Saturday. What will catch your eye here is what's billed as the world's largest plasma HDTV.

SOT

MCCORD:"Q-HOW BIG IS IT?

**103 INCHES, WEIGHS ABOUT FOUR TO FIVE HUNDRED POUNDS, THE SIZE OF A QUEEN SIZE MATTRESS.."**

NAT ROLLING

And it's yours for 70-thousand dollars!

The most popular HD sets right now are about half that size... with the 50 or 56 inch screens.

For those of us who remember, the change from black and white to color TV was a big deal.

H-D is a huge deal...

SOT

Ted Bollinger

Sales Mgr. TV Specialists:"**AND ACTUAL PERFORMANCE IN TERMS OF COLOR AND**

4/7/2008 21:58:28, USER Dave Block

RUNS =11

\*CG standard

Ted Bollinger

Sales Mgr. TV Specialists

NAT ROLLING

SOURCE =

[INews]ARCHIVE.KSL-TV.2007.SEP 34P - 2 SLUG P TV CONSUMER

**CONTRAST AND DETAIL AND SHARPNESS, AND  
HANDLING HIGH SPEED MOTION THAT WE WEREN'T  
ABLE TO DO IN THE PAST ON SOME FLAT PANELS.**

**Q-THEY'RE JUST GETTING BETTER?**

**OH YES... BETTER,,... AND CHEAPER! "**

NAT ROLLING

And, in time for the holidays!

Keith McCord, Eyewitness News.

**Slug** **Page**  
**TV CONVERTER 41**

<u>Form</u>	<u>Source/Rep</u>	<u>Notes</u>	<u>Tease</u>	<u>SOT</u>	<u>TIME</u>	<u>TOTAL</u>	<u>Fronttime</u>
	NA34F *			0:00	0:37	0:37	0:00:00

TALENT =KEITH  
2 SHOT

TALENT =LORI  
NAT  
SOURCE =

2/16

TALENT =KEITH  
2 SHOT

If you're watching KSL on a TV with rabbit ears....  
listen up... this is information you need to hear.

TALENT =LORI  
NAT

One year from now, TV will make its big switch from  
analog to digital broadcast.

Which means if you have an old set... you will need  
to purchase a converter box.

To help go digital with a little easier, the National  
Telecommunications and Information Administration is  
sending out nearly 2 and half million coupons to  
purchase the box.

Consumers should receive the coupons in the next  
few weeks, and retailers say they're ready to accept  
them.

For more information about the change and to get a  
coupon.... visit our website KSL dot com.

**Slug** **Page**  
**TV CONVERTER 135**

<b>Form</b>	<b>Source/Rep</b>	<b>Notes</b>	<b>Tease</b>	<b>SOT</b>	<b>TIME</b>	<b>TOTAL</b>	<b>Fronttime</b>
	<b>*sat10</b>			<b>0:00</b>	<b>0:25</b>	<b>0:25</b>	<b>0:00:00</b>

TALENT=SCOTT

TALENT=SCOTT

There is now less than a year to go before television will make the big switch from analog to digital broadcast.

NAT

The move requires viewers to buy a converter box.

The National Telecommunications and Information Administration will send out nearly two and a half million coupons to help people buy the box.

Those coupons should arrive in the next few weeks ... and retailers say they're ready to accept them.

NAT  
SOURCE =

2/18/08



**Slug** **Page**  
**CONVERTER CON 136**

<b>Form</b>	<b>Source/Rep</b>	<b>Notes</b>	<b>Tease</b>	<b>SOT</b>	<b>TIME</b>	<b>TOTAL</b>	<b>Fronttime</b>
	<b>NA100M</b>			<b>0:00</b>	<b>0:24</b>	<b>0:24</b>	<b>0:00:25</b>

TALENT=SCOTT

NAT  
 SOURCE =

2/18

TALENT=SCOTT

Retailers may be ready to accept the coupons ... but they may not be as helpful in helping you buy a converter.

NAT

The U-S Public Interest Research Group found 81 percent of sales people gave out misinformation about converter boxes.

78 percent gave wrong information about the government coupon program.

You can find more information about the coupons by going to our web site ... KSL.com.

**Slug****Page****P DIGITAL SWITCH 61P****Form****Source/Rep****Notes****Tease****SOT****TIME****TOTAL****Fronttime****0:00 1:38 1:38 0:00:00**

PKG  
 OUT Q =  
 SOT  
 SOURCE=DIGITAL SWITCH PROMO  
 IN Q =13:04:36:11  
 OUT Q =13:04:36:21  
 RUNS =1  
 SOT  
 SOURCE=digital switch sot  
 IN Q =14:52:41:21  
 OUT Q =14:52:42:05  
 RUNS =1  
 SOT  
 SOURCE=DIGITAL SWITCH FILE 2  
 IN Q =16:42:30:22  
 OUT Q =16:42:31:17  
 RUNS =1  
 NAT ROLLING  
 SOURCE =  
 NAT SOUND FULL=analog snow  
 IN Q =13:08:34:28  
 OUT Q =13:08:35:06  
 RUNS = .4  
 EDIT Q =DIGITAL SWITCH PROMO 13:04:46:26-  
 13:04:53:25  
 SOT  
 SOURCE=KSL PROMOS 2  
 IN Q =14:18:35:19  
 OUT Q =14:18:39:18  
 RUNS =04  
 SOT  
 SOURCE=  
 IN Q =14:52:37  
 OUT Q =14:52:42:25  
 RUNS =05  
 \*CG standard  
 Steve Poulsen  
 Vice Pres., Marketing & Promotion, KSL 5 TV  
 NAT ROLLING  
 SOURCE =  
 EDIT Q =DIGITAL SWITCH PROMO  
 13:05:01 (new tv)  
 13:05:10 (converter box)  
 SOT  
 SOURCE=  
 IN Q =14:54:15:18  
 OUT Q =14:54:23:07  
 RUNS =08  
 NAT ROLLING  
 SOURCE =  
 NAT SOUND FULL  
 IN Q =13:08:34:28  
 OUT Q =13:08:35:06  
 RUNS = .4

PKG  
 By now you've heard about it.  
 SOT  
 "DIGITAL"  
 SOT  
 "DIGITAL"  
 SOT  
 "DIGITAL TELEVISION"  
 NAT ROLLING  
 The digital television revolution.  
 In just under a year... the old analog signal is out...  
 NAT FULL  
 ANALOG BREAKUP  
 ... and digital is in.  
 SOT  
 "LOCAL NEWS IN HIGH DEFINITION. EYEWITNESS  
 NEWS HD."  
 SOT  
 STEVE POULSEN/ V.P. MARKETING & PROMOTION,  
 KSL-TV 5: "RIGHT NOW THERE'S TWO SYSTEMS  
 BEING BROADCAST. THE ANALOG WILL GO AWAY  
 AND WE'LL STAY ON THE DIGITAL SYSTEM."  
 NAT ROLLING  
 That means... if you watch free over-the-air  
 programming... you'll have to upgrade.  
 It's as simple as getting a T-V with an internal  
 converter--all new TV's are required to have them; or  
 you can buy a converter box.  
 SOT  
 "IF YOU HAVE THE CONVERTER BOX YOU SHOULD  
 BE ABLE TO RECEIVE FREE OVER-THE-AIR  
 TELEVISION LIKE YOU DO NOW WITH A CONVERTER  
 BOX AND AN ANTENNA."  
 NAT ROLLING  
 The perks?  
 Steve Poulsen, the Vice President of Marketing and  
 Promotions for KSL- TV... says the free over-the-air  
*digital* signal will give you the best picture and sound.  
 Not to mention... more channels.  
 NAT FULL  
 ANALOG BREAKUP  
 SOT  
 "AND YOU KNOW WHAT THE BEST PART, IS KEVIN?  
 WHAT'S THAT GENE?  
 IT'S IN HD!"  
 KSL-TV already broadcasts a digital signal... as do  
 most stations in Utah.  
 SOT  
 "THE TELEVISION STATIONS IN THIS MARKET ARE  
 PREPARED. THEY WERE ONE OF THE FIRST ONES  
 TO HAVE DIGITAL TV OUT THERE."  
 NAT ROLLING  
 Still... the Consumers Union reports... more than 23  
 percent... or upwards of 200-thousand Utah

2/24/08

4/7/2008 22:13:52, USER Dave Block

[INNEWS]ARCHIVE.KSL-TV.2008.FEB 61P - 2 SLUG P DIGITAL SWITCH

SOT SOURCE=Digital Switch Sot 2.01

households with televisions... still have to upgrade.

IN Q=18:08:57:11

That's the highest rate in the nation.

OUT Q= 18:09:01:09

One reason is that stations here... broadcast to a large, and often rural, geographic area.

RUNS=03

EDIT Q =DIGITAL SWITCH 13:03:55:26

SOT

SOT

"OUR MARKET IS BIG AND OUR MARKET HAS GOT,

SOURCE=

I'M TALKING BIG IN TERRITORY WISE. AND WHEN

IN Q =15:00:04

YOU'VE GOT THE WIDE AREA FROM NORTHERN

OUT Q =15:00:11

UTAH TO SOUTHERN UTAH... THAT LEAVES A LOT OF

RUNS =07

PEOPLE THAT RELY ON FREE OVER-THE-AIR

EDIT Q ="KSL PROMOS" 13:31:41:18- 13:31:46:11

BROADCAST."

NAT ROLLING

SOURCE =

EDIT Q =cover with digital switch file 1 & 2

EDIT Q =show map of broadcast area

SOT

SOURCE=

IN Q =14:59:48:12

OUT Q =15:00:02:15

RUNS =14